



Buying Considerations: Sales Reporting

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How To Overcome Sales And Asset Reporting Challenges

For many Financial Services companies reliable sales and asset information is difficult and costly to obtain. Many executives regret that they don't have access to accurate and timely sales information to make key business decisions. If your organization still struggles with real-time sales and asset reporting our MARS product can solve your sales and asset reporting challenges. Here are a few questions your organization must consider to change your current situation and get the information you need to run your business.

#1 Is your sales reporting accurate and reliable?

It's amazing that in today's high tech world many financial services companies still struggle to obtain accurate sales and asset under management reports. Many organizations find issues with their systems such as data quality (e.g. duplicate firms, offices, contacts), data integrity issues (e.g. top performing reps not identified) and missing data (e.g. offices without firms, reps without offices, etc) all of which contribute to data accuracy and reliability issues. The MARS system will immediately solve your sales and asset reporting problems. MARS includes a data stewardship module which automates the process of resolving trades to reps so that you have accurate data. MARS promotes sales reporting accuracy by ensuring all trades are accounted for and resolved to Firm, Branch Office, Rep and Account levels, identifying trades from new Customers, managing trades from Reps with multiple aliases, cleaning trades in bulk for efficiency and by performing omnibus reconciliation. MARS also has a data quality component which prevents duplicate data from getting into the system by overcoming data input variations due to misspellings, transcriptions, transpositions, acronyms, phonetics, sequence differences, nicknames and many other common errors found in data. With MARS your data will always be accurate and reliable.

#2 Do you get the information you need in a timely fashion?

Many financial services companies struggle with getting critical sales data in real-time and have to wait days or weeks for critical information. This creates communication with clients and productivity problems within the organization. The MARS System is built on a relational database and your data is immediately accessible via a web-browser or via handheld devices such as Blackberries and Pocket PCs. This means you never have to wait for business critical information. Imagine having up-to-the-minute information available at the click of a button.



#3 Is your organization still spending an inordinate amount of time manipulating spreadsheets or re-working reports to get the data in a form that is best suited for your business needs?

This type of data manipulation is a waste of time and money and leads to time lags between when the data is available and when the business eventually has access to it. MARS eliminates the time lag between transactions and seeing results. In addition to the standard MARS report suite, MARS includes powerful ad hoc reporting and data querying capabilities. This means you have powerful business analytics tools to access your data in real-time in any form you need to see it. Don't waste time re-working data which should be immediately available to you.

#4 Do you have total visibility across your entire enterprise as well as the ability to drill down into specific business segments such as channels, territories, product groups, etc?

Due to the limitations of some systems many executives and sales managers still struggle to gain tactical and strategic insights into their business. At the foundation of MARS is a very flexible and sophisticated Channel and Territory structure which allows organizations to slice and dice their business into whatever distribution channels, geographic territories and reporting exceptions that works best for their business. MARS also allows you to perform "what if" scenarios with your sales channel and territory structure to give you insights into how changes might affect your business. By using MARS you will have total visibility into sales and assets across your entire organization as well as the ability to drill down into very specific areas of your business such as top producing reps within firms. MARS provides your organization with the sales and asset intelligence to make informed decisions.

#5 Can your existing system respond quickly to business changes?

A common complaint is that it takes too long to respond to business changes such as when firms move or merge with other firms. If your organization still takes days or weeks to catch up to business changes then you can benefit from MARS. With MARS you can easily move/merge firms, offices, or reps from one organization to another and the sales reporting will immediately adjust to the changes. What is your true cost for the 22c-2 solution and are there any hidden costs?



#6 Do you have full visibility into your sales team's activities, productivity and performance?

You already know it's difficult to be accountable for results when you don't have insights into key performance metrics of your sales team. Wholesaler activity and productivity reporting comes standard with MARS and will provide your organization with the visibility you need to improve the effectiveness of your sales team.

#7 Is your organization taking advantage of wireless access to sales, contact and activity information to maximize the sales team's productivity and effectiveness?

Many organizations still struggle with trying to provide remote access to information to their sales teams. MARS solves that problem by providing real-time wireless access to contact, activity, sales and data on handheld devices such as Blackberry or Pocket PC devices. MARS allows the sales team to schedule calls, make meetings, update contact information, order marketing literature, view product sales and asset information including rep's sale notifications, and more – all while on the road. The MARS wireless capability improves sales effectiveness, cross-selling abilities and productivity. In addition, use of MARS on handheld devices in the field will decrease your sales desk administration efforts and free the internal desk to make more outgoing calls. MARS on Windows Mobile® handheld solution is integrated with mapping software to view top producers and other key information geographically.